Application No. 09/900,706
Response dated October 24, 2005

Docket No.: 104704-0007

REMARKS

The Examiner has requested the origin of the equation

$$S(t) = N_d * N_d * t^\lambda * \left[e^{-\{tN_d\}T} + C \right]$$

as stated in claim 1 of a response filed on May 28, 2005. This equation is disclosed in U.S. Patent No. 6,910,017 of Woo, which is commonly assigned with the present application and incorporated by reference into the present application. The equation is not believed to be commonly known in the industry.

The undersigned believes that the information requested by the Examiner is not readily obtainable by the inventors, the assignee, or the undersigned. However, it appears that the equation was not the subject of any publication. It also appears that the equation may be a variant of one used in a version of a product, "Pricing4Profit," which version may have been developed by Profit Logic in 1999 or 2000.

In view of the remarks above, Applicants respectfully submit that the claimed invention is patentable. Applicants therefore kindly request reconsideration and allowance of the pending application.

Dated: 10/24/05

Respectfully submitted,

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